

**PHILIP MORRIS U.S.A.**

**INTER-OFFICE CORRESPONDENCE**  
120 PARK AVENUE, NEW YORK, NY 10017

**TO:** Frank Alfieri

**DATE:** August 28, 1995

**FROM** J. Yvette Robinson/Event Marketing

**SUBJECT:** Event Fact Sheet for Oklahoma State Fair

Marlboro Community Event Marketing will be a participant at the Oklahoma State Fair September 15 through October 1, 1995. Specific information is as follows:

**EVENT:** Oklahoma State Fair

**DATES:** September 15 - October 1, 1995  
September 21, 1995 7:00pm (CONCERT)

**TIME:** Friday - 12pm - 11pm  
Saturday - 12pm - 11pm  
Sunday - 12pm - 11pm  
Monday - 12pm - 11pm  
Tuesday - 12pm - 11pm  
Wednesday- 12pm - 11pm  
Thursday- 12pm - 11pm

**LOCATION:** State Fairgrounds  
Oklahoma City, OK

**PHILIP MORRIS**  
**ACTIVITIES:**

In consideration for Philip Morris providing talent for the Concert ("Artists"), Promoter grants Philip Morris the following sponsorship rights:

- The exclusive right to conduct tobacco sales and branded incentive distribution to smokers twenty-one years of age and older from two promotional kiosks and one 10' x 22' promotional tent, to be provided by Philip Morris, with electrical power at sites at the Fair to be mutually agreed upon by the parties;
- The right to hang banners and signage on and around the promotional tent and kiosks and at other locations at the site of the Event to be mutually agreed upon by the parties;
- The right to receive 200 complimentary Concert tickets and 100 complimentary parking passes, which will be delivered to Philip Morris upon execution of the Agreement;

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- The right to recognition in advertising placed in connection with the Concert or the Fair and the right to approve in advance all materials and announcements prepared by Promoter that mention Philip Morris, **MARLBORO** or **MARLBORO Music**, provided that the approval is effected on a timely basis.

**MANPOWER:**

Phoenix Marketing, Inc. will handle all on-site execution of Marlboro activities.

Should you have any questions or concerns, please feel free to contact me at 212/878-2360.

cc: S. Anderson  
I. Broeman  
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